

SECTION C

DESCRIPTION / SPECIFICATIONS / WORK STATEMENT

C-1 **BACKGROUND**

As one of the nation's principal conservation agencies, the National Park Service (NPS) has the responsibility to protect some of our most treasured natural and historic resources. This responsibility includes the management of 388 parks, which represent over 83 million acres of land visited annually by over 300 million people from around the world. These visitors travel along 8,000 miles of roads and 14,000 miles of trails to reach a range of destinations including campgrounds, visitor centers, lodges, historic buildings, and natural landmarks. In order to fulfill its stewardship obligation, it is essential that the NPS communicate effectively with those who visit national parks.

Signs are the most frequently used means by which the NPS communicates with park visitors. Entrance signs offer greetings, welcoming visitors and reminding them that the place they are entering is part of a system of parks cared for by the NPS. Other signs guide visitors as they travel to or within parks, informing them of potential dangers, helping them to understand and appreciate what they encounter, reminding them of their roles in caring for parks, directing them to various events and facilities, and helping them have convenient and pleasant stays.

Until recently, the NPS relied on a limited set of standards to direct the design, fabrication and installation of its signs. The standards, first developed in the 1970's, focused primarily on motorist guidance signs and did not address the full range of sign types typically needed in national parks. Signs resulting from these standards are distinguished by their rounded corners, brown color, and their use of a modified version of the Clarendon typeface. In addition to their limited scope, these standards did not employ the array of computer based technologies available to today's sign design and manufacturing industry. Because of these limitations, current NPS signage does not typically meet the needs of the park managers or visitors. Although there are examples of notable signs in a number of parks, NPS signage does not generally reflect the quality and consistency that such an extensive and important sign program should offer. Consequently, many parks have signs of mixed design and quality, that do not communicate effectively, that deteriorate quickly, and that do little to contribute to a consistent agency identity.

To address this situation, the NPS developed new sign standards and is establishing a program to manage their Service-wide use as required by NPS Director's Order 52C, titled Park Signs (UniGuide Sign Standards Program). This initiative provides a very comprehensive set of standards for the planning and design of new and replacement signs, and the manufacture, installation, maintenance, and replacement of a complete range of sign types and interpretive wayside exhibits. The UniGuide Sign Standards were developed in concert with Meeker & Associates, Inc. under a contract with the NPS. Under the contract terms, Meeker & Associates, Inc., holds all intellectual property rights to the designs and engineering concepts expressed in the Visitor Information Sign system.

The NPS has a non-exclusive, royalty-free license to use the designs for any governmental use or purpose. This means that anyone authorized to manufacture UniGuide style signs for the NPS may not manufacture such signs for any other party without an additional license.

In addition to being more comprehensive and more consistent with current technologies than the former guidelines, the UniGuide Sign Standards are also compatible with new NPS graphic identity standards. Although only recently adopted, the UniGuide Sign Standards are already highly regarded within the professional community of environmental graphic design. In June 2003, the Society for Environmental Graphic Design (SEGD) bestowed its highest award on the standards, selecting them as one of six projects among hundreds of entrants to receive an SEG D Honor Award. The NPS also received the Federal Highway Administration (FHWA) informal approval that the UniGuide Sign Standards are fully compliant with its standards.

The UniGuide Sign Standards include detailed specifications for the design and manufacture of three categories of signs used in or leading to national parks: Motorist Guidance and Traffic Regulatory; Park and Facility Identification; and Visitor Information (signs relating to pedestrian wayfinding, park regulations and safety, interpretation, resource protection, and general information). Current statistics reveal that 22% of all NPS signs are Motorist Guidance, 4% are Identification and 74% are Visitor Information. The total number of signs in use is uncertain, but estimates range from 100,000 to 800,000 signs. Refer to Attachment E, **National Park Service Sign Inventory** for a more detailed analysis of the current total number of NPS signs and future NPS production **projections**.

The Federal Prison Industries (UNICOR), a previous mandatory Government source, has historically provided the retro-reflective Motorist Guidance and Traffic Regulatory Signs and a small portion of the Visitor Information signs to the NPS. Under the provisions of this contract, UNICOR shall be considered for purchase and production of these types of signs. (Refer to **Paragraph C-8.1.B and FAR Subpart 8.6**).

Interpretive wayside exhibits are another means of communicating with park visitors. These types of signs are mostly included in the Visitor Information category. The planning and design of these types of signs are performed in-house at the Harpers Ferry Center (HFC) and are not a part of this contract. The production of these types of signs are included under this contract.

The UniGuide system offers an excellent potential for cost-saving benefits. Reducing or eliminating the redundancy of sign design across the Service can reduce planning and design costs. Taking advantage of mass production and purchasing can lower fabrication costs. Using the more durable and sustainable materials specified in the UniGuide Sign Standards can reduce maintenance and replacement costs. Using advanced technology to order signs and to create digital archives can increase organizational efficiency.

The **Service-wide** Sign Management Program will be administered by HFC. To implement the Program, HFC will work in concert with seven regionally based sign coordinators (Regional UniGuide Managers), sign coordinators in each of the 388 parks (Park UniGuide Managers) and staff (approximately 10-15) from Media Design and Media Production Groups at HFC.

A detailed description of the various and specific services and supplies required under this contract is provided in this section. The work includes the manufacture of signs and interpretive wayside exhibits. Such manufacturing includes the full range of activities associated with the fabrication of “custom” signs prepared in compliance with the UniGuide Sign Standards, and including park specific content; it also includes the fabrication (for quick delivery) of “standard” signs and associated hardware that have general content applicable at multiple parks; and finally it includes a method to archive digital files and production materials for future use. **Other** work involves the planning and design of new and replacement signs. This generally includes the creation of sign plans for entire parks or areas within parks, the development of sign content, and the preparation of production materials for the fabrication of specific signs.

Consolidating all of this work will phase out the need for current specialized Indefinite Quantity type contracts at HFC. These include: porcelain enamel imaging and wayside exhibit metal bases. These contracts, as well as other specialized contracts, are located at the HFC website. The internet address for this information is: <http://www.nps.gov/hfc/acquisition/contracts.htm>

C-2 **GOALS AND OBJECTIVES**

The goals of the **Service-wide** Sign Management Program are to produce signs which:

1. Offer clear, concise, and consistent communications to park visitors through signs that do not intrude on natural and historic settings;
2. Maximize the public's convenience and safety and reduce the Service's liability exposure by ensuring compliance with pertinent federal regulations and principles of sound engineering and communication;
3. Build upon, but are not bound by, NPS design traditions;
4. Strengthen the Service's public identity and its perception as one organization by reflecting current NPS graphic design standards;
5. Are appropriate in appearance, size, and material to a wide range of park environments;
6. Allow changes as park communication needs and other circumstances evolve;
7. Are easy to acquire, maintain, and replace, and are reasonably priced; and
8. Comply with the agency's commitment to rely more on standardized design.

C-3 **PURPOSE**

The purpose of this contract is to **provide the planning, design, and manufacture of new and replacement signs and interpretive wayside exhibits consistent with National Park Service (NPS) UniGuide Sign Standards for all units of the National Park System.**

C-4 **DEFINITIONS**

The following terms are explained to facilitate understanding of the requirements of this solicitation.

1. **Accountability** - Up-to-date identification of all goods and services properly provided and charged to the United States Government.
2. **Automated Clearing House (ACH) Payment Enrollment Form** - A form, which includes electronic payment information to facilitate, required electronic payment.
3. **Accounting Operations Center (AOC)** - The National Park Service's centralized Accounting Operations Center, or the office that prescribes financial accounting procedures for all NPS units and private-sector Contractors who engage in business with the NPS.
4. **Artwork** - Computer files, mechanical art, film negatives or positives, or other digital or physical media used in the fabrication of sign panels.
5. **Class 'A' Estimate** - An estimate that is very detailed and accurately reflects the work to be produced.
6. **Comprehensive Plan** – The technical and management approaches contained in these plans become the standards for all work performed under the contract. These plans include a set of long-range goals and policies to guide the contract performance and provide a process for review and decision-making. The plans set priorities and are intended to provide the legal framework for contract monitoring and performance. Plans should be comprehensive, long-range, and focused on contract goals and objectives.
7. **Contracting Officer** - An official with the delegated authority to enter into, administer, and/or terminate contracts, and make related determinations and findings.

8. **Contracting Officer's Technical Representative (COTR)** - An authorized representative of the Contracting Officer responsible for the management and monitoring the **Service-wide** Sign Management Program Contract. The COTR, also known for purposes of this contract as the National UniGuide Program Coordinator/UniGuide Program Manager, acts within the authority delegated by the Contracting Officer.
9. **Contract Specialist** – An authorized representative of the Contracting Officer responsible for the management and monitoring the **Service-wide** Sign Management Program Contract.
10. **Environmental Compliance** - Conformity of facilities, procedures, and materials used to manufacture sign components under this contract to applicable federal, state, and local environmental laws and regulations.
11. **Environmental Preferability** - A product or service that, over its lifecycle, has a potential lesser or reduced negative effect on human health and the environment when compared with competing products or services that serve the same purpose.
12. **Environmental Performance** - The combined attributes of the environmental preferability of the sign components and the environmental compliance of the facilities and procedures used to manufacture those sign components.
13. **Harpers Ferry Center** - An office of the NPS established in 1970 in Harpers Ferry, West Virginia, to provide media products to all NPS units. HFC's staff of 180 NPS employees offers resident planning, design, and production capabilities as it relates to all types of interpretive media (i.e., interpretive planning; publications; audiovisual equipment; audiovisual services; historic furnishings; conservation; photo archiving; exhibit planning, design, and fabrication; and interpretive wayside exhibit planning and design). They also develop quality standards and uniform specifications, negotiate, evaluate, coordinate, and award contracts to private-sector Contractors for such services and supplies. The Center provides centralized oversight of the **Service-wide** Sign Management Program by supporting the activities of the UniGuide Program Manager.
14. **Illustration** - A drawing used to provide clarity or reinforcement of the narrative information presented on Visitor Information signs.
15. **Interpretive Wayside Exhibit** - A sign that provides information (i.e., text, maps, illustrations) that interprets features visible from the site of the wayside, or subjects relating to those features. Interpretive waysides are usually mounted low and at an angle to facilitate viewing of the feature to which they refer. (See also "wayside exhibit" and "trailhead exhibit").

16. **Manufacture** - Any activity undertaken by the prime Contractor or any subcontractor or suppliers to develop, fabricate, assemble, or package any UniGuide sign or sign component and interpretive wayside exhibits.
17. **NPS** - National Park Service, one of the largest bureaus of the United States Department of the Interior.
18. **National Park Units** - Sites administered by the NPS that comprise the National Park System. Currently there are 388 such units bearing a variety of names including Battlefields, Battlefield Parks, Military Parks, or Battlefield Sites; Historical Parks, Historic Sites, or International Historic Sites; Lakeshores; Memorials; Monuments; National Parks; Parkways; Preserves or Reserves; Recreation Areas; Rivers, or Wild and Scenic Rivers and Riverways; Scenic Trails; Seashores; and units with other designations. These units are typically referred to as “parks.”
19. **National UniGuide Program Advisory Board** - A group of NPS employees from various parks or offices representing various programs (interpretation, law enforcement, resource management, and facilities management) that rely on signs to achieve individual program goals. The Board is responsible for ensuring that the **Service-wide** Sign Management Program, including the UniGuide **Sign** Standards, is effectively administered and that resulting signs consistently help serve NPS communication needs. A subset of the Board, including non-NPS sign specialists, will help determine exceptions to the use of the standards.
20. **National UniGuide Program Manager** - An NPS employee duty stationed at the HFC to provide Service-wide implementation of the **Service-wide** Sign Management Program and to ensure successful and consistent use of the UniGuide **Sign** Standards. The National UniGuide Program Manager is the COTR for this contract. (Also referred to as the UniGuide Program Manager).
21. **Operations Manual** – A written documentation of the primary policies and procedures established by the Contractor to satisfy the requirements of the contract. The manual shall address Program Management and Quality Control, as well as each of the Contractor functions (i.e., Planning and Design, Manufacturing, Customer Support, and Program Advancement) and all related sub-functions, describing how they are to operate and the role of key -- and other -- personnel in them.
22. **Park UniGuide Manager** - An NPS employee duty stationed in a park, and responsible for the park-wide implementation of the **Service-wide** Sign Management Program, working closely with their Regional UniGuide Manager.
23. **Phase-in Period** - For the purposes of this contract, the period after contract award but before initial delivery of UniGuide signs to parks.

24. **Phase-out Period** - For the purposes of this contract, the period after contract expiration but may be before the completion of UniGuide sign deliveries and related activities.
25. **Pollution Prevention** – Means “source reduction” as defined in the Pollution Prevention Act of 1990. (42.U.S.C.13102), and other practices that reduce or eliminate the creation of pollutants through: (a) increased efficiency in the use of raw materials, energy, water, or other resources; or (b) protection of natural resources by conservation.
26. **Quality Assurance** - A planned and systematic pattern of all actions necessary to ensure confidence that adequate technical requirements have been established, that products and services conform to established technical requirements, and that satisfactory performance is achieved.
27. **Quality Assurance Surveillance Plan (QASP)** - A plan which contains performance indicators and surveillance monitors and the disciplined process by which the Government will evaluate Contractor’s actual performance. For purposes of this contract, this plan will be used on a semi-annual basis.
28. **Quality Control** - Those actions taken by the Contractor to ensure that quality assurance is achieved and that all products and services conform to contract requirements.
29. **Regional UniGuide Manager** - An NPS employee duty stationed in each of the seven NPS regions and who has regional responsibility for implementation of the **Service-wide** Sign Management Program. The seven regions are Alaska, Intermountain, Northeast, Southeast, Midwest, Pacific West, and National Capital. These **Regional UniGuide Managers** report to NPS Regional Directors but work closely with the National UniGuide Program Manager at the HFC. Regional UniGuide Managers have historically been referred to as Regional Sign Coordinators. A listing of the Regional Offices is located at internet address: <http://www.nps.gov/legacy/regions.html>
30. **Scheduled Maintenance** – Between 3:00 am and 6:00 am EST everyday including Federal holidays.
31. **Signs**

The three categories of signs follows:

- A. **Park and Facility Identification** – Signs primarily intended to convey the name of a park and/or a park facility, along with the name of the agency (National Park Service) and the Department of the Interior. (Refer to Attachment A, A1 – Volume I).

- B. **Motorist Guidance and Traffic Regulatory** - Signs primarily intended to provide wayfinding information and directions to visitors in vehicles traveling in or to parks on roadways, or to convey regulations relating to vehicular travel. (These signs are also referred to as 'Traffic Regulatory' and 'Road Guide'. Refer to Attachment A, A2, Volume II). The Motorist Guidance and Traffic Regulatory signs have been previously produced by UNICOR.
- C. **Visitor Information Signs** – Signs intended to convey a range of information to park visitors (with the exception of information and regulations relating to vehicular travel). Information conveyed by Visitor Information Signs can relate to pedestrian wayfinding, park regulations and safety, interpretation, resource protection, and general information. Interpretive wayside exhibits **are** included in this section. (Refer to Attachment A, A3, Volume III).

The four types of signs that can be purchased follows:

- A. **Complex Custom Signs** (in any quantity) – (1) any sign of the Park or Facility identification type; or (2) any sign of the Visitor Information Sign type with more than three information panels, and/or including illustrations or maps, and/or which require a graphic layout that is not clearly addressed in the UniGuide Sign Standards.
- B. **Simple Custom Signs** (in limited quantities) – (1) any sign of the Visitor Information Sign type with three or fewer information panels, none of which display illustrations or maps, and all which can follow graphic layouts that are clearly addressed in the UniGuide Sign Standards; or (2) any sign of the Motorist Guidance and Traffic Regulatory type. Custom sign panels are distinguished from standard signs in that they present content that is tailored to a specific park. A limited quantity means 12 or fewer signs.
- C. **Simple Custom Signs** (in large quantities) – (1) any sign of the Visitor Information Sign type with three or fewer information panels, none of which display illustrations or maps, and all which can follow graphic layouts that are clearly addressed in the UniGuide Sign Standards; or (2) any sign of the Motorist Guidance and Traffic Regulatory type. Custom sign panels are distinguished from standard signs in that they present content that is tailored to a specific park. A large quantity means 13 or more signs.

- D. **Standard Signs** (in any quantity) – Standard signs are a predetermined set of Motorist Guidance and Traffic Regulatory or Visitor Information Sign panels and associated hardware that must be delivered to parks rapidly. Standard sign panels are distinguished from custom signs in that they present content that is appropriate in multiple parks.
32. **Sign Plan** – A document that includes drawings, maps, and written specifications that define the purpose, content, quantity, placement, and general appearance of signs identified during the Park Sign Survey process. A sign plan may be prepared for a single sign, but the term is generally used in reference to multiple signs.
33. **Sign Survey** – A process, or the resulting document, that determines and records signs that exist within a park and provides recommendations for sign removals, replacement, and/or additions.
34. **Simple Map** – A plan view map providing basic orientation of large-scale sites, such as campgrounds and parking lots; is comprised entirely of vectors with no raster art or topographic depiction; exhibits schematic rather than cartographic design characteristics; lacks thematic content; and requires no specialized cartographic or geographic knowledge to design and produce.
35. **Technical Support Meetings** - Meetings between the Contractor's staff and representatives of the NPS to resolve issues with products or services. The NPS may be represented, collectively or individually, by the Contracting Officer, Contract Specialist, COTR, Regional UniGuide Managers, or representatives from specific NPS units.
36. **Trailhead Exhibit** - A sign, or set of signs, located at the beginning of a trail that provides information (text, maps, illustrations) about that trail or its destination. A trailhead may provide general or interpretive information, or a mix of both, and is usually mounted in an upright position. (See also "wayside exhibit" and "interpretive wayside exhibit").
37. **Training Sessions** - Instructional meetings offered by the NPS at which members of the Contractor's staff will assist in teaching NPS field employees how to use the UniGuide Sign Standards, or to discuss revisions or additions to the standards.
38. **UNICOR** - (Federal Prison Industries) A function of Federal Prison Industries dedicated to manufacturing and supplying various items, including signs, to federal agencies. UNICOR is a source that must be considered for purchase and production of certain types of signs under this contract. (Refer to **Paragraph C-8.1.B**, Attachment A, A2, Volume II - Motorist Guidance and Traffic Regulatory, and A3, Volume III - Visitor Information). **Federal Acquisition Regulations, Subpart 8.6, contains the policy of the Federal Government on the use of this source.**

39. **Unsatisfactory Performance** – An output that meets the definition of unsatisfactory performance in the QASP.
40. **Unscheduled Maintenance** – Downtime that is not scheduled.
41. **Waste Minimization** – Means activities undertaken by a generator of hazardous waste that results in either (1) the reduction of total volume or quantity of hazardous waste; *or* (2) the reduction of toxicity of hazardous waste, *or both*, so long as such reduction is consistent with the goal of minimizing present and future threats to human health and the environment.
42. **Waste Reduction** – Means preventing or decreasing the amount of waste being generated through waste prevention, recycling, or purchasing recycled and environmentally preferable products.
43. **Wayside Exhibit** - Traditionally, the term "wayside" or "wayside exhibit" has been used within the NPS to refer to outdoor signs produced by HFC. These waysides serve either of two purposes: (a) to provide information (text, maps, illustrations) that interprets features visible from the site of the wayside, or subjects relating to those features; (b) to provide general information to visitors relating to park facilities, activities, regulations, safety, or other subjects associated with a park visit. These waysides, which are often located near visitor centers or at the beginnings of trails, may also include interpretive information. (See also "trailhead exhibit" and "interpretive wayside exhibit.").

C-5 **IDENTIFICATION OF WORK INCLUDED AND WORK NOT INCLUDED**

A. **WORK INCLUDED**

- Development of Sign Surveys for entire parks or areas within parks;
- Creation of Sign Plans for entire parks or areas within parks;
- Planning and Design of specific signs in any of the three categories:
 - * Park and Facility Identification
 - * Motorist Guidance and Traffic Regulatory
 - * Visitor Information (**excluding interpretive wayside exhibits**)
- Manufacture of sign panels in any of the three categories (including interpretive wayside exhibits) and in a range of materials;
- Manufacture and assembly of hardware in any of the three sign categories (including interpretive wayside exhibits) and in a range of materials;
- Packaging, shipment, and/or delivery of all types of sign panels and hardware;
- Writing of sign text;
- Development of simple maps;
- Creation of illustrations;
- Development, hosting, and maintenance of a website for information and ordering;

- Management of sign ordering process including full customer support;
- **Technical consultation relating to sign installation;** and
- Communicating and marketing UniGuide Sign Standards to help ensure appropriate Service-wide use.

B. **WORK NOT INCLUDED**

- Planning and Design of interpretive wayside exhibits;
- Production of interpretive wayside exhibit panels involving the embedment of screen-printed paper;
- Manufacture of interpretive wayside exhibit hardware not consistent with the UniGuide Sign Standards;
- Special cartographic services including 3D mapping; **and**
- **Labor or other services relating to sign installation.**

C-6 **SCOPE OF WORK**

Independently, and not as an agent of the Government, the Contractor shall provide all services including labor, equipment, tools, materials, facilities, and travel (except as otherwise set forth in this contract), necessary to **provide the planning, design, and manufacture of new and replacement signs and interpretive wayside exhibits consistent with National Park Service (NPS) UniGuide Sign Standards for all units of the National Park System.** These services and supplies relate to the following Contractor Functions: **Manufacturing, Planning and Design, Customer Support, and Program Advancement.**

Manufacturing includes the fabrication and delivery of signs. This includes, but is not limited to the purchase and/or fabrication of sign components and assemblies; establishment and administration of a system to allow express shipping of frequently requested standard sign panels and associated hardware; and packaging and shipping of custom or stock sign components and assemblies; and delivery of selected signs.

Planning and Design includes the development and documentation of specifications that prescribe the form, material composition, content, location, and/or installation of a set of signs or individual signs and sign components. This includes, but is not limited to, the creation of sign surveys, sign plans, concept design drawings, production drawings and written specifications, and computerized sign fabrication files necessary to manufacture specific signs.

Customer Support provides support to the manufacturing and supply process. This includes, but is not limited to, all activities indirectly associated with the purchase, fabrication, assembly, and finishing of any and all sign components; the development of production files essential to the fabrication of UniGuide signs including archiving digital files and production materials for future use; the development and maintenance of an informational and transactional website, and creation and maintenance of an online ordering system as a complement to the NPS UniGuide website; and the establishment and **management** of customer service.

Program Advancement helps ensure the consistent and successful use of the UniGuide Sign Standards. This **may** include, but is not limited to, the establishment of a plan and process to ensure continuous improvement of the products and services provided under the contract and participation in periodic training sessions and conferences to assist Regional UniGuide Managers in informing NPS personnel about use of the standards.

A complete listing of all labor categories and sign components are set forth in Section B. A complete listing of all position qualifications for the labor categories proposed for Planning **and** Design are contained in Attachment **D**. All signs shall be planned, designed **and** manufactured in accordance with the specifications contained in Attachment A, UniGuide Standards Manual, Attachments A1 through A4. The Contractor shall perform to the standards set forth in the **QASP** that is included as Attachment **J**.

In performing the requirements of this contract, the Contractor shall utilize the technical and management approaches proposed in response to the solicitation. The Contractor is allowed flexibility in performance of this contract to the extent that performance outcomes specified in Section C of the contract and offered in the proposal are not degraded. Both parties recognize the Contractor's proposal as the baseline for performance. In the event of conflict between the provisions of the technical proposal and any other clause of this contract, the conflict shall be resolved in accordance with FAR Clause 52.215-8, Order of Precedence. **(Refer to Section I, Paragraph 2)**. The Government, upon award of this contract, will have full rights of ownership of the technical proposal and the data contained therein.

All information compiled by the Contractor in performance of the contract shall be safeguarded for use by the NPS only. Such information shall not be used for any other purpose, commercial or otherwise.

C-6.1 **Contract Phase-In**

Upon contract award, phase-in shall begin and proceed in accordance with the phase-in plan contained in the Contractor's proposal. The Contractor shall manage the phase-in to ensure that all services, functions, and operations are available in **accordance with the phase-in plan**:

Tentative phases are identified as follows:

A. **Phase I:**

1. **Informational Website**

As specified under Section C-10, Paragraph C-10.3.A, the Contractor shall develop a website to provide instructions and related materials to enable offline ordering **of signs**. **However**, orders for the Standard Sign Catalog **shall** be placed through the website. The website shall also be used to transfer production files or to post proofs of specific signs. All financial transactions shall be conducted offline. The Contractor shall also have all systems and communication equipment and software operational and all personnel trained and in place.

2. **Standard Signs**

(a) As specified under Section C-8, Paragraph C-8.1.C, the Contractor shall establish and administer a system to enable a rapid response (i.e. orders shall be shipped within **10 working days** after receipt of order) **to orders issued during the first two years** for standard sign panels and associated hardware. A **limited** Standard Sign Catalog and website ordering process shall also be implemented.

(b) As specified under Section C-8, Paragraph C-8.1.C, the Contractor shall establish and administer a system to enable a rapid response (i.e. orders shall be shipped **within 5 working days** after receipt of order) **to orders issued after the first two years** for standard sign panels and associated hardware. An **expanded** Standard Sign Catalog and website ordering process shall also be implemented.

3. **Dies**

As specified under Section C-8, Paragraph C-8.1.D, the Contractor shall acquire all dies necessary for the creation of all extrusions specified in Attachment A, UniGuide Standards Manual, Attachments A1 through A4.

B. **Phase II:**

Ordering Website

As specified in Section C-10, Paragraph C-10.3.B, using the informational website as a base, the Contractor shall increase the capability to include the design and maintenance of the website and associated databases to allow designated park personnel to place orders for all categories of UniGuide signs electronically through the website. All financial transactions shall continue to be conducted offline.

C. **Phase III:**

Ordering and Financial Transaction Website

As specified in Section C-10, Paragraph C-10.3.C, using the ordering website as a base, the Contractor shall increase the capability to allow financial transactions to be conducted through the website. All functional and technical specifications relating to this iteration of the website will be completed.

The phase-in plan contained in the Contractor's proposal will be incorporated into the contract at the time of award.

C-6.2 **Quality Assurance and 'Award Term' Provisions**

In accordance with the Inspection of Services Clause at FAR 52.246-4, the Government will evaluate the Contractor's performance under this contract. Monitoring will be done according to standard inspection procedures or other contract provisions. Any action taken by the Contracting Officer as a result of monitoring will be in accordance with the terms of this contract.

Evaluation will also be performed in accordance with the performance indicators and evaluation procedures set forth in the **QASP** in Attachment **J**. Government personnel will record all surveillance observations during each evaluation period and evaluate the Contractor's performance as either (E) Excellent, (S) Satisfactory, or (U) Unsatisfactory.

When an observation indicates unsatisfactory performance, the Contracting Officer will notify the **Program** Manager of the unsatisfactory performance immediately rather than waiting for the end of the performance period.

The parties may negotiate mutual changes to the **QASP** at any time during the course of the contract. To the extent that changes are made, they will take effect prior to commencement of the next performance period. Nothing in the plan shall excuse the Contractor from complying with the terms and conditions of the contract.

The judgements of the Government during surveillance of performance are not disputable under the provisions of this contract. Favorable determinations by the Government do not obligate the Government to the exercise of an ‘award term’ period but only provides the Contracting Officer with the authority and discretion to acknowledge excellent performance through an ‘award term’ or to exercise the option in accordance with FAR 52.217-9.

The initial contract period of performance is one year and may be extended for four one-year options and five one-year ‘award term’ periods. Options and ‘award term’ periods may be granted in any order determined to be advantageous to the Government with the exception of Year 1. In no event will this contract be extended beyond a total 10 years of performance.

Evaluation will begin upon contract award and be formally documented at six month intervals. There will be two performance evaluations each contract year in accordance with the **QASP**. During each evaluation period, the Contractor may earn a total of 200 points based upon performance.

An “excellent” rating or *average* score of 75% or more of the total points is required in an evaluation period to earn an ‘award term’ period. At the end of each contract year, both contract performance evaluations will be added together and divided by two to determine the *average* for the contract period.

This methodology also applies to the evaluations conducted for Years 2 through 10.

Year 1 performance evaluation will be conducted in accordance with the plan shown below.

Year 1 – Performance Evaluation

During the first ____ (*to be negotiated*) months of performance, all phase-in elements are required to be complete and the contract fully operational.

If the phase-in is completed in less than the ____ (*to be negotiated*) month requirement, the Contractor will automatically receive an excellent rating and be entitled to an ‘award term’ period to the extent that evaluation in the second six months is not unsatisfactory.

During this first six month period, the Contractor will also be evaluated in accordance with the **QASP** to ensure that the parties have an understanding of their performance in relation to the plan.

Evaluation of the remaining six months of performance will also be made in accordance with the QASP.

(This section may be re-negotiated based on the offeror's phase-in plan and timeline)

Period	Task	Rating	Award
6/1/05 11/30/05	Phase-in completed less than six months. Review in accordance with QASP.	Excellent	
12/1/05 5/31/06	Review in accordance with QASP.	Satisfactory or Excellent	Award Term

If the phase-in elements are not complete and fully operational in less than the first six month period, the Contractor will only be able to achieve a satisfactory or unsatisfactory rating. If the second review period receives an overall satisfactory or excellent rating in accordance with the **QASP**, and the phase-in is fully operational, the Contractor may be entitled to an option, but not an 'award term' period.

Period	Task	Rating	Award
6/1/05 11/30/05	Phase-in not complete. Review in accordance with the QASP.	Satisfactory or Unsatisfactory	
12/1/05 5/31/06	Phase-in completed. Review in accordance with the QASP.	Satisfactory or Excellent	Option

If the first performance review is unsatisfactory, then the second performance review must receive a satisfactory or excellent rating in accordance with the **QASP**, and the phase-in of the contract must be fully operational for an option to be considered. An 'award term' period cannot be earned; however, the Government may determine it advantageous to award an option.

Period	Task	Rating	Award
6/1/05 11/30/05	Phase-in not complete. Review in accordance with the QASP.	Unsatisfactory	
12/1/05 5/31/06	Phase-in completed. Review in accordance with the QASP.	Satisfactory or Excellent	Option

If either an option is considered to be advantageous or an ‘award term’ period is earned, a unilateral modification to the contract will be executed by the Government.

Example of the first year evaluation period:

<u>Action</u>	<u>Date</u>
Contract Award	June 1, 2005
<u>(Contract Year 1)</u>	
1 st Evaluation Period (Phase-In Complete)	June 1, 2005 – November 30, 2005
2 nd Evaluation Period	December 1, 2005 – May 31, 2006

Years 2 – 10 - Performance Evaluations

During these review periods, all remaining years will be evaluated in accordance with the **QASP** in Attachment J.

It is the Government’s intention to award all ‘award term’ periods until they are exhausted. The Contractor has the ability to earn an ‘award term’ periods as long as they achieve excellent performance. A total of five ‘award term’ periods are available under this contract. The Contracting Officer will unilaterally grant each individual ‘award term’ period, if earned, by issuance of a unilateral modification to the contract.

If satisfactory or unsatisfactory performance is achieved during these review period, the Government may still determine it advantageous to award an option period. If this determination is made, a unilateral modification to exercise an option for an additional 12 month period of performance may be made by the Government; however, any option exercised beyond Year 6 will be made by mutual agreements of the parties rather than solely at the Government’s discretion. If performance reviews continue to be either satisfactory or excellent, the Government may continue to exercise the contract options until they are exhausted.

If at any time after the fifth year of the contract relationship, the Government or the Contractor determines that continuation of the contract is not in the best interest of the parties, either party may terminate the relationship by giving written notice of one year at the end of the evaluation period immediately proceeding the period that is being ended.

Timeline for Evaluations

Evaluation will be completed by the 15th day of the month following the first six months of performance (i.e. **June** through **November**) each year.

The second evaluation will take place by the 15th day of the month following the second six months of performance (i.e. **December** through **May**) each year.

For each contract year, a consolidated evaluation of the Contractor's performance using the performance indicators and evaluation plan identified in the **QASP** will be prepared by the Government. A consolidated report will be provided to the Contractor on or before the 30th of the month when it is prepared. The consolidated report will identify which performance outputs are excellent, satisfactory, or unsatisfactory.

A teleconference will then be scheduled and held on or before the 30th of the month. The purpose of the teleconference **is** to discuss the Contractor's evaluation and give the Contractor an opportunity to provide input. Based on these discussions, a copy of the final evaluation report will be provided to the Contractor.

The Award Term Organization and Responsibilities, Performance Evaluation Criteria, Surveillance Monitors, Award Conversion Table, and an example of an Award Term Calculation follows:

A. Award Term Organization and Responsibilities

1. **Award Term Approving Official** (Contracting Officer) Approves the composition of the team and reviews their recommendations. Approves recommended Contractor performance rating and whether the award term period will be granted based on the factors of the plan. Advises the Contractor in writing, of the semi-annual evaluation results and decisions. This evaluation may also include feedback to the Contractor in order to focus the Contractor on areas that would lead to improved performance in subsequent periods.
2. **Award Term Chairperson** (Contracting Officer's Technical Representative, HFC) – Structures the Team membership to provide representation that reflects all appropriate aspects of the contract performance and provides membership to adequately access the Contractor's performance for the period being evaluated. Leads the team in developing a consensus evaluation and in resolving significant differences in ratings.

3. **Performance Award Term Review Team** – (Members include various Sign Coordinators from the Regional and Park Areas). The team monitors and evaluates Contractor performance for the period under consideration, utilizing the factors set forth in the **QASP** and formulates recommendations.
4. **Contract Specialist (HFC)** – Consolidates, prepares and recommends the appropriate action to the Contracting Officer based on each semi-annual evaluation. Documents the basis for the decision. Prepares and distributes contract modifications awarding the term authorized by the Contracting Officer.

B. **Performance Evaluation Criteria**

<u>Criteria</u>	<u>Weight</u>
1. Program Management and Quality Control	40
2. Manufacturing	40
3. Planning and Design	40
4. Customer Support	40
5. Program Advancement	40
Total	200

C. **Surveillance Monitors**

The following surveillance monitors will be used. The type of monitors and when it will be used in the evaluation is shown in the **QASP**. (Refer to Attachment J).

1. **Completion** – a method of surveillance for a performance output which is either on-going or 100% complete.

Each performance output will be reviewed during the evaluation period to determine if the work completed to date is excellent, satisfactory, or unsatisfactory. Tasks in this area of evaluation are further defined as, on-going or 100% complete. Surveillance will be completed through the use of surveys and reports (refer to Paragraph C-10.6 Reporting) or any other means available.

2. **Sampling** – a casual browsing method where each performance output has an equal chance of being selected for quality assurance surveillance.

Three to 50 actions will be reviewed during the evaluation period for each performance criteria. If any of the actions in the sampling are unsatisfactory, additional items will be reviewed. A final determination regarding excellent, satisfactory or unsatisfactory performance will then be made based on the collective scope and affect of the problem.

3. **Customer Complaints** – Unsolicited or solicited negative comments connected with any portion of the **Service-wide** Sign Management Program from parks and/or regions, or HFC.

Once a customer complaint is received, sampling may be necessary to determine the complete scope of the problem. Again, the determination of excellent, satisfactory or unsatisfactory will be based on the collective scope and affect of the problem.

D. **Award Conversion Table**

<u>Rating</u>	<u>Award Points</u>	<u>Criteria for Performance</u>
Unsatisfactory	0 =	0-40% *
Satisfactory	2 =	40-75% *
Excellent	4 =	75-100%*
*Total Average Score		

E. **Sample Evaluation**

	PROGRAM MANAGEMENT AND QUALITY CONTROL – 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Overall management of the contract by the Program Manager (i.e. assuring that work is performed in accordance with established schedules and budget; information about all aspects of the project are communicated effectively; and proactive review of program to offset problem areas).	Ongoing Completion		x		2	1.43	2.86
2.	Availability of Program Manager	Ongoing		x		2	1.43	2.86
3.	Knowledge of program by Program Manager	Ongoing			x	4	1.43	5.72
4.	Availability of Key Personnel	Ongoing		x		2	1.43	2.86
5.	Knowledge of specific aspects of the program by Key Personnel (i.e. assuring that work is performed in accordance with the UniGuide Sign Standards; information about all aspects of the project are communicated effectively; and proactive review of projects to offset problem areas)	Ongoing Completion			x	4	1.43	5.72
6.	Knowledge of environmental issues by the Environmental Performance Coordinator (i.e. ensuring that products are used and that facilities are in compliance)	Ongoing Completion		x		2	1.43	2.86
7.	Effectiveness of the operations manual	Ongoing Completion			x	4	1.42	5.68
	Total Score							28.56

	MANUFACTURING – 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	All sign and sign components are produced in accordance with the UniGuide Sign Standards	Ongoing, Completion Sampling			x	4	1.43	5.72
2.	Quality of materials is up-to-standard	Ongoing			x	4	1.43	5.72
3.	Quality of workmanship	Ongoing Completion Sampling		x		2	1.43	2.86
4.	Completed signs are packaged correctly	Ongoing Completion Sampling			x	4	1.43	5.72
5.	Manufacturing and storage facilities are in compliance with federal, state and local environmental requirements	Ongoing Completion		x		2	1.43	2.86
6.	Standard Sign Catalog of signs are up-to-date and available for shipment within 10 calendar days	Ongoing Completion Sampling			x	4	1.43	5.72
7.	Enhancements to the manufacturing or delivery process are effective and efficient	Ongoing			x	4	1.42	5.68
	Total Score							34.28

	PLANNING AND DESIGN - 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Planning and design knowledge, skills and abilities are provided	Ongoing, Completion Sampling			x	4	2.00	8.00
2.	Senior staff are knowledgeable about the UniGuide Sign Standards	Ongoing			x	4	2.00	8.00
3.	Documents (i.e. written plans, drawings, and related specifications describing the purpose, content, fabrication and placement of the signs in the park) are prepared and delivered in a timely manner	Ongoing Completion Sampling		x		2	2.00	4.00
4.	Park sign plans are complete (i.e. include documentation of existing sign inventories and associated drawings)	Ongoing Completion Sampling			x	4	2.00	8.00
5.	Management of the sign plans (including production files) is efficient	Ongoing Completion Sampling		x		2	2.00	4.00
	Total Score							32.00

	CUSTOMER SUPPORT - 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Staff are knowledgeable about UniGuide Sign Standards	Ongoing			x	4	1.25	5.00
2.	Availability of staff to respond to inquiries (in a professional and courteous manner)	Ongoing			x	4	1.25	5.00
3.	Quality of information provided	Ongoing Completion		x		2	1.25	2.50
4.	Communication system is efficient (i.e. maintains a record of NPS contacts, maintains inventory control, performs trouble shooting, and performs post-delivery follow-up)	Ongoing Completion			x	4	1.25	5.00
5.	Website is accessible and functional	Ongoing Completion			x	4	1.25	5.00
6.	Return and exchange procedures are implemented and maintained	Ongoing Completion		x		2	1.25	2.50
7.	Reports are prepared and transmitted in a timely manner	Ongoing Completion		x		2	1.25	2.50
8.	Installation guidance is available	Ongoing Completion Sampling			x	4	1.25	5.00
	Total Score							32.50

	PROGRAM ADVANCEMENT - 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Teleconferences and conferences are efficient and effective	Ongoing, Completion			x	4	1.67	6.68
2.	Continuous improvement to products and services is ongoing	Ongoing Completion		x		2	1.67	3.34
3.	Research in all areas is ongoing	Ongoing Completion			x	4	1.67	6.68
4.	Environmental concerns are considered and recommended	Ongoing Completion		x		2	1.67	3.34
5.	Marketing of the program is ongoing and effective	Ongoing Completion			x	4	1.67	6.68
6.	Other noteworthy innovative areas	Ongoing		x		2	1.65	3.30
	Total Score							30.02

F. **Example of Award Term Calculation**

<u>Criteria</u>	<u>Weight</u>	<u>Total Average Score</u>
Program Management and Quality Control	40	28.56
Manufacturing	40	34.28
Planning and Design	40	32.00
Customer Support	40	32.50
Program Advancement	40	30.02
Total	200	157.36 79% or Excellent Rating

C-6.3 **Contract Organization**

This contract is divided into **Program** Management and Quality Control and the following four Contractor Functions:

- I. **Manufacturing**
- II. **Planning and Design**
- III. **Customer Support**
- IV. **Program Advancement**

C-7 **PROGRAM MANAGEMENT AND QUALITY CONTROL**

Definition: Program Management - Managing all work performed under this contract in an accountable manner.

Definition: Quality Control - Those actions taken by the Contractor to control the production of performance outputs to ensure that they conform to the contract requirements.

The Contractor's Quality Control Plans as contained in the technical proposal shall become the quality standards for each of the following areas. This is not intended to be an all inclusive list.

- 1. Manufacturing and delivery of signs and interpretive wayside exhibits;***
- 2. Environmental performance;***
- 3. Sign planning and design services;***
- 4. Customer service and accountability; and***
- 5. Program Advancement.***

In the area of **Program** Management and Quality Control, the Contractor shall:

C-7.1 Program Manager

Provide a **Program** Manager as a single point of contact to interface with the Contracting Officer and the COTR. The **Program** Manager designated shall remain in this position for the duration of this contract except when a justifiable reason precludes this. This person shall be responsible and knowledgeable regarding the **Service-wide** Sign Management Program and the needs of the NPS.

C-7.2 Key Personnel

Provide Key Personnel who will be dedicated to and responsible for the **Service-wide** Sign Management Program. These other Key Personnel shall remain in these positions for the duration of this contract except when a justifiable reason precludes this.

C-7.3 Environmental Performance Coordinator

In addition to the **Program** Manager and the other Key Personnel, the Contractor shall provide an Environmental Performance Coordinator as a single point of contact to interface with the Contracting Officer and the COTR on issues relating to environmental preferability and environmental compliance of the facilities, materials and procedures used in the manufacture of sign components and assemblies. The Environmental Performance Coordinator will also be responsible for the development of the Environmental Performance Semi-Annual Report (See Paragraph C-10.6.C.1 and for coordination of research related to environmental preferability. (Refer to Paragraph C-8.2.B).

C-7.4 Postaward Conference

Attend a two-day Postaward Conference **14 days after contract award**, at the National Park Service, Harpers Ferry Center, Harpers Ferry, West Virginia to meet with the Contracting Officer, COTR, and other NPS personnel regarding the contract and phase-in of the **Service-wide** Sign Management Program. The Contractor's representatives shall include the **Program** Manager, the Senior Environmental Graphic Designer, and the Sign Production Manager. The Contractor shall prepare minutes of the meeting including a record of all agreements reached during the conference. These minutes shall be electronically distributed to all participants by the Contractor.

C-7.5 **Meetings and Travel**

Attend and actively participate in a minimum of **9** meetings or teleconferences per year to discuss the **Service-wide** Sign Management Program with the Contracting Officer, COTR, and other NPS representatives.

1. **The teleconferences and technical meeting shall be attended by the Contractor's Program Manager, Senior Environmental Graphic Designer, IT Manager, and Senior Production Manager. The technical meeting shall take place at the Contractor's facility.**
2. Meetings **shall** take place **via telephone or at the Contractor's facility.**
3. The Contractor shall prepare minutes of each meeting and shall electronically distribute them to each participant. Specific minimum meetings and teleconference requirements follow:
 - a. Teleconference regarding performance (**semi-annually**);
 - b. Technical Meeting (**one** annually); and
 - c. Technical Teleconferences (six annually).

In addition to the minimum meetings and teleconferences required, travel to field locations, training centers, agency meetings, and other functions may also be required to provide technical assistance about the **Service-wide** Sign Management Program and to successfully perform the required work.

C-7.6 **Operations Manual**

Provide an operations manual that contains the policies and procedures for this program. The manual shall cover each major Contractor Function and sub-function and the associated Key Personnel and trained staff for each.

The Contractor may expand the manual to contain any information deemed necessary to manage the program.

The manual shall be provided within **60** calendar days after contract award, and updated annually. Four copies are required as follows:

1. Two copies shall be provided to the Contracting Officer; and
2. Two copies shall be provided to the COTR.

C-7.7 Duplex-Copying and Use of Recycled-Content, Chlorine-free Paper

Whenever documents are to be transmitted in paper copy, rather than electronically, these documents must be duplex copied, double-sided, and printed on paper that contains at least 30% post-consumer recycled material and that is certified by a third-party as being manufactured without the use of chlorine, process-chlorine free.

C-7.8 Quality Control Plans

Develop, implement, and maintain the comprehensive Quality Control Plans contained in the Technical Proposal.

C-8 MANUFACTURING

C-8.1 Manufacture and Distribute Signs

Definition: All activities directly associated with the purchase, manufacturing, assembly, finishing and warranty of any and all sign components referenced in the UniGuide Standards Manual; the packaging, marking, and shipping of sign components or completed assemblies; the delivery of these assemblies; and the establishment and management of a system to eventually allow express shipping of frequently requested standard sign panels and associated sign hardware.

In the area of Manufacturing, the Contractor shall:

C-8.1.A Manufacture

Purchase, fabricate, assemble, and finish signs in accordance with both the general and item-specific specifications contained in Attachment A, UniGuide Standards Manual, Attachments A1 through A4. All changes made in materials or manufacturing processes following contract award must be approved in writing by the Contracting Officer before the change is made. Parks and/or regions requesting signs not consistent with UniGuide **Sign** Standards shall be referred to the COTR.

C-8.1.B Federal Prison Industries (UNICOR)
Sign Category

UNICOR shall be considered for purchase and production of the following two types of signs. (Refer to Attachment A, A2, Volume II Motorist Guidance and Traffic Regulatory, and A3, Volume III Visitor Information).

1. Any sign requiring the application of Type I, Type II, or Type III reflective sheeting with computer cut transparent vinyl applied in a reverse cut process. This includes most Motorist Guidance and Traffic Regulatory Signs, and a very small portion of Visitor Information Signs.
2. Any Traffic Regulatory Signs requiring the use of the silk-screening process.

C-8.1.C Standard Signs

Visitor Information and Motorist Guidance and Traffic Regulatory Signs

During the first two years, the Contractor shall establish and administer a system to enable a rapid response (i.e. order shall be shipped within **10 working days** after receipt of order) to orders for standard sign panels and associated hardware—including uprights, extruded cross-members, and associated fasteners; and add additional sign panels to the list as they develop and as demand requires. These sign types are listed below and are shown in Attachment A, UniGuide Standards Manual, A4, Addendum I – Standard Signs Catalog. **After the initial two year start-up period, the Contractor shall administer a system to enable a more rapid response (i.e., order shall be shipped within 5 working days after receipt of order) to orders for standard sign panels and associated hardware as referenced above, as well as additional frequently requested signs.**

C-8.1.C.1 Standard Sign Types

Traffic Regulatory
Traffic Warning
Parking Regulatory

C-8.1.D Dies

Acquire and maintain all dies necessary for the creation of all extrusions specified in Attachment A, UniGuide Standards Manual, Attachments A1 through A4. **These dies shall be clearly marked as Government property** and shall be returned to the NPS upon completion and/or termination of this contract.

C-8.1.E Comprehensive Plan

Implement and maintain the Comprehensive Plan contained in the Technical Proposal.

C-8.2 Environmental Performance

***Definition:** The combined attributes of the environmental preferability of the sign components and the environmental compliance of the facilities used to manufacture the sign components.*

In the area of Environmental Performance, the Contractor shall:

C-8.2.A Environmental Compliance

Ensure that all facilities, including those operated by the prime and **major** subcontractors, used to manufacture and store sign **materials and** components supplied under this contract are in compliance with applicable federal, state, and local environmental requirements; implement environmental management systems to ensure compliance, and submit related documentation to the Contracting Officer as requested; identify, for all facilities, applicable regulations, environmental permits, and environmental compliance points of contact; demonstrate compliance, through internal audits, regulatory inspection reports and/or other appropriate means; notify the Contracting Officer if a manufacturing or storage facility used under this contract is identified as having any potential violation of an environmental regulation by a regulatory agency; and document environmental compliance in **the semi-annual environmental report**.

C-8.2.B **Environmental Preferability**

Use materials and processes that are environmentally preferable, particularly focusing on recycled materials, materials that require less-toxic care, and persistent toxic chemicals; in the manufacturing process, prevent pollution, recycle materials, and reduce or eliminate the generation of hazardous waste; use processes that are energy efficient and conserve water; apply the Environmental Protection Agency's Guiding Principles for Environmentally Preferable Purchasing to sign components; and provide recommendations to increase the environmental preferability of the sign components in the Comprehensive Plan.

The Comprehensive Procurement Guideline identifies products made with recovered material (see Product Fact Sheets at: <http://www.epa.gov/cpg>). Summarized applicable requirements include:

MISCELLANEOUS PRODUCTS			
Signage			
Miscellaneous Product	Notes	Postconsumer Recovered Content	Total Recovered Content
Plastic	Plastic signs and sign posts are recommended for nonroad applications only, such as, but not limited to, railway signs in parks and directional / informational signs in buildings.	80 – 100%	-
Aluminum		25%	-
Plastic Sign Posts/Supports	Plastic signs and sign posts are recommended for nonroad applications only, such as, but not limited to, railway signs in parks and directional / informational signs in buildings.	80 – 100%	-
Steel Sign Posts/Supports	The recommended recovered materials content level for steel in this table reflect the fact that the designated items can be made from steel manufactured from either a Basic Oxygen Furnace (BOF) or an Electric Arc Furnace (EAF). Steel from the BOF process contains 25 – 30% total recovered materials, of which 16% is postconsumer steel. Steel from the EAF process contains a total of 100% recovered steel, of which 67% is postconsumer.	16% 67%	25 – 30% 100%

CONSTRUCTION PRODUCT			
Latex Paint – EPA’s recommendations do not preclude procuring agencies from purchasing construction products manufactured using other materials. EPA simply recommends that procuring agencies, when purchasing construction products designated in the procurement guidelines, purchase these products containing recovered materials.			
Construction Product	Notes	Postconsumer Recovered Content	Total Recovered Content
Consolidated	Consolidated latex paint used for covering graffiti, where color and consistency of performance are not primary concerns.	100%	100%
Reprocessed:	Reprocessed latex paint used for interior and exterior architectural applications such as wallboard, ceilings, and trim; gutterboards; and concrete stucco, masonry, wood, and metal surfaces.		
- White, Off-White, Pastel Colors		20%	20%
- Grey, Brown, Earthtones, and Other Dark Colors		50-99%	50-99%

C-8.2.C Comprehensive Plan

Implement and maintain the Environmental Performance Plan as contained in the Technical Proposal.

C-8.3 Packaging, Marking and Shipping

Definition: All materials and processes related to the delivery by mail, courier, or other shipping services of sign components or completed signs to National Park units, and all accompanying information related to the delivery and care of the same.

In the area of Packaging, Marking, and Shipping, the Contractor shall:

C-8.3.A Packaging

Use the procedures and materials specified in Section D of this contract; whenever practical, ship complete sign assemblies in individual containers, or in logical and coordinated sets of containers, to facilitate easy and rapid installation by the recipient; do not ship individual sign components from multiple subcontractors that require complex assembly by the recipient. The Contractor shall ensure that polystyrene (styrofoam) or, more neutrally, non-biodegradable (or bio persistent) packing and filler ***not*** be used in favor of biodegradable alternatives and/or sharply reduced packaging.

C-8.3.B Marking

In addition to the packaging slips also described in Section D, provide printed instructions in each package listing its contents, and communicating **by** a drawing and written instructions any required assembly, installation, or maintenance of the sign.

C-8.3.C Shipping

Provide a full range of shipping options that can be tailored to the nature and size of the materials being shipped. Establish an efficient handling procedure to ensure the rapid delivery of sign components, especially those listed in Section C-8.1.C; and respond rapidly to shipments that encounter delays in transit or other difficulties. The Contractor shall utilize the most advantageous method with least cost based on the destination defined in each individual Task Order or Sign Catalog Order.

C-8.3.D Comprehensive Plan

Implement and maintain the Comprehensive Plan as contained in the Technical Proposal.

C-8.4 **Delivery**

Definition: The transport of sign components or completed signs by the Contractor, or by subcontractors, to National Park Units.

In the area of Delivery, the Contractor shall:

C-8.4.A **Delivery**

Transport sign components or completed signs to any of **388** National Parks, and any other locations identified in the Task Order.

C-8.4.B **Comprehensive Plan**

Implement and maintain the Comprehensive Plan as contained in the Technical Proposal.

C-9 **PLANNING AND DESIGN**

Definition: All activities associated with the development and documentation of written plans, drawings, sign checklist, and related specifications relating to the purpose, content, manufacturing, and placement of NPS UniGuide signs. These shall include, but are not limited to: the execution of park sign inventories to document existing conditions; and the preparation of comprehensive sign plans including the creation of design intent drawings for specific signs.

In the area of Planning and Design, the Contractor shall:

C-9.1 **Park Sign Surveys**

Visit park sites to assess and document existing signs and to determine recommendations for sign removals and additions. Such surveys shall include written observations, photographs, and site plan drawings. All work performed shall be in accordance with Attachment A, UniGuide Standards Manual, Attachments A1 **through** A4.

C-9.2 **Sign Plans**

Prepare drawings, illustrations, maps, and associated specifications that define the purpose, content, placement, and manufacture of signs identified during the Park Sign Survey process. Such plans shall include site drawings, sign schedules, and related specifications. All work shall be performed in accordance with Attachment A, UniGuide Standards Manual, Attachments A1 **through** A4. Upon completion of the Plan, the Contractor shall prepare and submit a cost estimate to the COTR for the fabrication work to be performed as specified in the order. (Class "A", detailed, accurate cost estimate).

C-9.3 Sign Checklist

The following checklist shall be used by the Contractor on all projects planned and designed under this contract.

Component	Action	Detail
Park Planning	Interview Key Park Personnel	• Define Park Signing Requirements
		• Review UniGuide System Components
		• Examine Budget Request
		• Develop Project Scope
		• Determine Visitor Safety, Law Enforcement and Resource Protection Requirements
Site Observation	Existing Conditions Survey	• Create Existing Sign Inventory Park ID, Motorist Guidance, Trails, Campgrounds, Entrance Stations, Parking/Regulatory, Boundary, Interpretive, Information, and Resource Protection
		• Photograph Existing Signs
		• Plot Existing Sign Locations
		• Record Special Conditions or Additional Signing Needs
		• Code Research/Compliance
		• Determine Maintenance Issues
		• Identify Site Specific Issues
Evaluation	Analyze Site Conditions	• Identify Wayfinding Conditions
		• Define Decision Points
		• Identify Accessibility Issues
		• Complete Initial Sign Programming
		• Specific Sign Recommendations
Client Review		

Component	Action	Detail
UniGuide Planning	Complete Design	• Develop Sign Location Plan
		• Develop Initial Sign Types – Park ID, Motorist Guidance, and VIS System
		• Develop Sign Drawings
		• Develop Messaging Requirements by Sign Type – Information, Resource Protection, Instructions, Maps, Law Enforcement/Regulations, Safety and Warning
		• Establish Art/Text Requirements
		• Identify Nonstandard Panel Requirements
		• Identify Map Requirements
		• Determine Material Selections
		• Develop Color Schemes
		• Select Symbols
		• Select Typography
		• Determine Illumination Requirements
		• Develop Cost Estimates
Client Review		
UniGuide Planning	Prepare Fabrication Documents	• Develop Final Sign Types
		• Develop Final Location Plans
		• Develop Final Material Specifications
		• Develop Final Graphic Layouts
		• Develop Final Messaging
		• Develop Final Art/Text
		• Develop Final Costs
Client Review		

C-9.4 Standards

All signs planned and designed shall be produced in accordance with the following standards:

- C-9.4.A Attachment A, UniGuide Standards Manual, Attachments A1 through A4
- C-9.4.B Editorial Style Guide, Attachment C
- C-9.4.C NPS Director's Order 70, Internet and Intranet Publishing, Attachment G
- C-9.4.D Electronic and Information Technology Accessibility Standards, Attachment H
- C-9.4.E Cartographic Standards (planning, worksheet and standards), Attachment M
- C-9.4.F Graphic Standards (overview, arrowhead use, and type standards), Attachment O
- C-9.4.G Accessibility Guidelines, Attachment P - internet address: (<http://www.access-board.gov/indexes/accessindex.htm>)

C-9.5 Comprehensive Plan

Implement and maintain the Comprehensive Plan contained in the Technical Proposal.

C-10 CUSTOMER SUPPORT

Definition: All activities that support the purchase, manufacture, assembly, and finishing of any and all sign components including interpretive wayside exhibits referenced in the UniGuide Standards Manual. These include, but are not limited to: the development of production files essential to the manufacture of UniGuide signs including archiving digital files and production materials for future use; the development of a website and creation and maintenance of an online ordering system as a complement to the NPS UniGuide website; the establishment and management of customer service; installation guidance; and inventory control systems as may be appropriate.

In the area of Customer Support, the Contractor shall:

C-10.1 **Preparation and Archiving of Production Files**

- (a) Develop computerized files needed to produce signs designed for parks and/or regions; modify and process design and production files provided by parks or others as required to enable their successful use in manufacturing signs; **National Park Service preferred enterprise database applications are Oracle and Microsoft SQL Server;**
- (b) Provide **down-sized (i.e., scaled) full-color proofs** to parks and/or regions for confirmation of size, color, content, and general appearance of sign panels, **except wayside exhibits which shall be full-sized (i.e., actual or same-sized) full-color proofs;**
- (c) Archive Digital Production Files and Production Materials
 - Develop and maintain a process for electronic backups of the website. Commercial off-the-shelf hardware and software technology shall be used to operate electronic data backups for the website.
 - Develop, maintain, **and test quarterly** a process for the backup and **disaster** recovery for each **IT** system. This process shall be documented by the Contractor and reviewed with the COTR.

All critical information and software resident on the website shall be periodically backed-up. Develop and maintain a process with sufficient frequency to support the documented contingency plans provided by the Contractor.

Full back-up of data shall be on a scheduled basis and stored offsite in a secure, environmentally safe, locked facility accessible only to authorized personnel. Physical and administrative controls employed at office backup storage locations shall meet or exceed access requirements of the original system, thus ensuring the confidentiality, integrity, and availability of the information stored.

C-10.2 **Comprehensive Plan**

Implement and maintain the Comprehensive Plan contained in the Technical Proposal.

C-10.3 Website

C-10.3.A Informational Website

Establish an entry point for information, sign plans, ordering, posters, reports and other sign component information and placement of orders from the Standard Sign Catalog. (Refer to Attachment A, A4, Addendum I). The Contractor's website shall be initially developed during the contract phase-in period. The Contractor shall also have all systems and communications equipment and software operational and all personnel trained and in place at the conclusion of the phase-in period. The website shall include a color catalog of each standard sign and hardware. The website shall permit easy updates, deletions or revisions of these standard signs. Updates for new or revised signs shall be posted on the website within five calendar days after notification by the COTR.

All work performed shall be in compliance with the Director's Order Number 70: Internet and Intranet Publishing (National Park Service, January 8, 2001, refer to Attachment G) which can be reviewed via the internet at:

<http://www.nps.gov/policy/DOrders/DOrder70.html>

In addition, there are standards imposed by the Electronic and Information Technology Accessibility Standards Section 1194.22, Web-based intranet and internet information and applications (Government Access Boards, December 21, 2000, refer to Attachment H) that can be reviewed via the internet at:

<http://www.access-board.gov/sec508/508standards.htm>

Websites shall be prepared in HTML, or program compatible to HTML. Review and approval stages for template designs shall use Acrobat's Portable Document Format (PDF) and transmittal of the digital data in the same format to the COTR for review and approval prior to finalization. **National Park Service preferred enterprise database applications are Oracle and Microsoft SQL Server. Microsoft FrontPage web applications are not a preferred solution at this time.**

C-10.3.B **Ordering Website**

During the first contract year, using the informational website as a base, the Contractor shall increase the capability to include the design and maintenance of the website and associated databases to allow designated park personnel to place orders for all categories of UniGuide signs. The website shall be hosted by the Contractor, and accessed through the National Park Service's intranet site (InsideNPS) by use of individual passwords. **The NPS will control and designate the list of users. The Contractor shall implement an authorized user portal where designated users will be required to select a personal unique password consisting of a minimum combination of eight alpha and numeric characters.**

C-10.3.C **Ordering and Financial Transaction Website**

During the second contract year, using the informational and ordering website as a base, the Contractor shall increase the capability to allow financial transactions to be conducted through the website. All functional technical specifications relating to this iteration of the website **shall** be completed.

C-10.3.D **Application**

The Contractor shall use an application that is easily accessible to parks and/or regions through the Internet. The Contractor shall employ a forms-based Web application, which assigns a unique number to, and produces a discrete copy of each order. Application functionality shall be natively supported by Internet Explorer 4.x and Netscape 4.x **running on Windows XP, SP2 Platform**, and shall not require downloading and local installation of application components. (For example, the application must not require any custom "virtual machines", Java class libraries, ActiveX components, or use browser specific features).

*(Any credit card numbers, addresses, or other sensitive information must be transmitted on a secured connection using a **commercially available** socket layer (SSL) and 128 **bit**-encryption key technology **or better**. (Refer to C-10.3.C). The Contractor's application shall also include a secure web administrative module to enable the running of reports and profiles.*

C-10.3.E **Documentation**

Provide complete and detailed documentation of the final website and database design, including **data schematic** table layout identifying fields (names, types, size, and descriptions), key fields, indexes, views and table relationships and a manual for operation. The Contractor shall also provide SQL scripts and documentation for recreating the database in its entirety. A complete set of documentation of the application shall also be provided to the COTR. The Contractor shall also provide documentation on how they will handle and implement a continuity of operation plan and security plans (disaster recovery procedures).

C-10.3.F **Website Management**

Website information shall be current, accurate and complete. The Contractor shall add useful information to the website within five calendar days of the new information being available.

The Contractor shall create a secure user administration module where designated NPS employees can edit, add and delete customer records.

C-10.3.G **System Back-up**

C-10.3.G.1 **Hardware and Software**

Safeguard all systems hardware and software. Include all current and historical inventory and other data. Maintain a complete and separate back-up system and separate data storage system.

C-10.3.G.2 **Database**

National Park Service preferred enterprise database applications are Oracle and Microsoft SQL Server.

Perform daily **incremental** backups **with a full backup at the end of each week** of the database to a separate and secure system. The data shall be saved in 'open standard'. Provide an export of the current database on CD-ROM to the COTR by the 10th calendar day following the end of each quarter (i.e., January, April, July, and October).

Develop and maintain a process for electronic backups of the website. Commercial off-the-shelf hardware and software technology shall be used to operate electronic data backups for the website.

Develop, maintain, **and test quarterly** a process for the backup and **disaster** recovery for each **IT** system. This process shall be documented by the Contractor and reviewed with the COTR.

All critical information and software resident on the website shall be periodically backed-up. Develop and maintain a process with sufficient frequency to support the documented contingency plans provided by the Contractor.

Full back-up of data shall be on a scheduled basis and stored offsite in a secure, environmentally safe, locked facility accessible only to authorized personnel. Physical and administrative controls employed at office backup storage locations shall meet or exceed access requirements of the original system, thus ensuring the confidentiality, integrity, and availability of the information stored.

C-10.3.G.3 **Maintain System**

Ensure that all data is retained within the database system.

C-10.3.G.4 **Scheduled and Unscheduled Maintenance**

Scheduled maintenance of the website shall be between 3:00 a.m. - 6:00 a.m. EST, including Federal holidays. Uptime will be seven days a week, 365 days a year. Unscheduled downtime must not be more than five percent of the total annual time. The Contractor shall notify the COTR of any scheduled or unscheduled outages, indicating the anticipated downtime.

C-10.3.G.5 **Archives**

The Contractor's database shall provide procedures for archiving data to an archive database for ad-hoc and pre-defined reporting purposes. Information shall be archived on an annual basis.

C-10.3. H **Comprehensive Plan**

Implement and maintain the Comprehensive Plan contained in the Technical Proposal.

C-10.4 **Orders**

Definition: Fill purchase requests from parks and/or regions using a web-based ordering system. The web-based ordering system will be exclusive to the NPS. During the first year, fax, mail and email of orders are allowable. Once the on-line ordering website is established, these methods will not be permissible.

In the area of orders, the Contractor shall ensure that a clear procedure is established initially and that it is modified and improved as circumstances require and technologies allow.

C-10.4.A **Ordering**

Process orders, including returns, exchanges, credits and special handling requirements.

C-10.4.B **Instructions**

Prepare ordering instructions. This information shall be available on the website.

C-10.4.C **Return and Exchange Procedures**

Develop, implement and maintain procedures for handling returns and exchanges. All returns determined not to be designed or produced in accordance with the UniGuide Sign Standards shall be returned at the Contractor's expense.

C-10.4.D **Comprehensive Plan**

Implement and maintain the Comprehensive Plan contained in the Technical Proposal.

C-10.5 Customer Service

Definition: *A competent, knowledgeable, and dedicated team of personnel who are fully familiar with the Service-wide Sign Management Program and conversant with all specifications and procedures relating to it. This team responds to inquiries regarding application of the standards, the planning and design, manufacture, delivery, and installation guidance for specific signs.*

In the area of Customer Service, the Contractor shall:

C-10.5.A Comprehensive Plan

Implement and maintain the Comprehensive Plan as contained in the Technical Proposal.

C-10.5.B Communication System

Establish a communication system for receiving and responding to inquiries from NPS personnel who are attempting to use the standards and to order signs consistent with them, **including** installation guidance. The communication system shall include a means of addressing questions through the website described in Section C-10.3, and by a toll-free telephone line staffed by a customer service representative(s). Questions regarding ordering procedures or **minor** questions regarding sign planning and design that can be addressed by reference to the UniGuide Standards Manual shall be handled by the Contractor.

Questions not addressed in the manual or that require interpretation of the standards shall be referred to the COTR. (Refer to Section G, **Paragraph 2**). This communication system shall also field and respond to general customer complaints and address problems with specific products and/or shipping.

C-10.5.C Customer Service Log

Maintain a record of each communication received from NPS field personnel, noting the source, date, and nature of the inquiry or complaint, and describing the responding communication or action. The log shall be provided to the COTR monthly, as referenced in Section C-10.6.A.1 or when requested.

C.10.5.D Installation

Assist parks in locating local Contractors to provide sign installation services.

C-10.5.E **Production Trouble Shooting**

Identify any problems during the production of sign orders, address and resolve them, keeping the COTR identified in the Task Order informed of the nature of the problem and its resolution.

C-10.5.F **Post Delivery Communication**

Contact the COTR identified in the Task Order after **delivery of signs** to identify and address any outstanding problems or concerns. Develop a method to record customer service responses from comment surveys. Ensure that the COTR has received information about caring for their signs and that they understand the process for ordering sign replacements should they be needed. Maintain a record of each of the post delivery communications. This information shall be provided to the COTR on a quarterly basis as referenced in Section C-10.6.B.3 or when requested.

C-10.6 **Reporting**

Definition: *The process of developing and transmitting narrative, visual, and tabular summaries of the customer support services provided by the Contractor relating to the manufacture and supply of UniGuide signs to NPS units.*

Develop the ability to generate and electronically transmit reports as outlined below.

Various reports are required by different levels as identified below:

Level 1 – Regional UniGuide Managers and COTR

Level 2 – COTR and Contracting Officer

Level 3 – Regional UniGuide Managers, COTR and Contracting Officer

In the area of reporting, the Contractor shall provide:

C-10.6.A **Monthly Reports**

Each monthly report shall begin on the 1st of the month and end on the last day of the month. Reports are due by the fifth calendar day of the following month.

C-10.6.A.1 **Customer Service Log**

Prepare and transmit this Level 3 report, which provides a summary of customer service activity described in Section C-10.5.C.

C-10.6.B **Quarterly Reports**

Each quarterly report shall begin on the 1st of the month and end on the last day of the quarter. Reports are due by the fifth calendar day of the month following the end of each quarter.

C-10.6.B.1 **Manufacturing Activity Report**

Prepare and transmit this Level 2 report which provides a summary of manufacturing and supply activities that include the information listed below.

Categories of Signs:

- Park and Facility Identification
- Motorist Guidance and Traffic Regulatory
- Visitor Information

- (1) The total NUMBER of ORDERS received for each sign category during the quarter and during the year-to-date.
- (2) The total NUMBER of SIGNS shipped for each sign category during the quarter and during the year-to-date.
- (3) The dollar VALUE of all SIGNS shipped during the quarter and year-to-date.
- (4) A summary of each Task Order including: the park and/or region, the Contracting Officer, the COTR, when the order was placed, a description of the items ordered, total cost of the order, and the time between the date the order was placed and when it was shipped.
- (5) A statement of the average turnaround time for signs from the Standard Sign Catalog (Attachment A, A4, Addendum I) shipped during the quarter and year-to-date.

- (6) A statement of the average turnaround time for all simple and complex custom sign orders fulfilled during the quarter and during the year-to-date.

C-10.6.B.2 **Inventory Analysis**

Prepare and transmit this Level 2 report which provides a listing of all current inventory of sign hardware and standard (Motorist Guidance and Traffic Regulatory and Visitor Information) sign panels, **as may be appropriate**. Provide an evaluation of trends, including recommendations of what sign panels should be added or removed from the Standard Sign Catalog. Report any current or anticipated problems in acquiring inventory from subcontractors.

C-10.6.B.3 **Post Delivery Communication**

Prepare and transmit this Level 2 report which provides the following:

- (a) a record of contact with the COTR after delivery and/or installation of signs to identify and address any outstanding problems or concerns.
- (b) a record of customer service responses from comment surveys, separated into functional areas, including product delivery, shipment accuracy, and customer service professionalism.

C-10.6.C **Semi-Annual Report**

This report shall be **created in Microsoft Access, latest version, and** transmitted by the 10th calendar day of the month following the end of the second quarter.

C-10.6.C.1 **Semi-Annual Environmental Performance Report**

Prepare and transmit this Level 2 report which provides a summary of environmental compliance program efforts, including at least:

- **number of signs purchased;**
- a description of relevant environmental management systems development and implementation;
- specific compliance monitoring;
- any non-compliance issues;
- compliance with the Comprehensive Procurement Guidelines (CPG);
- packaging reduction efforts including reductions and/or elimination of use of non-biodegradeables;
- any corrective action taken or planned; **and**
- **pollution prevention including efforts in waste reduction and waste minimization, as applicable.**

The report should also recommend any improvements in the UniGuide sign designs and materials, or manufacturing and delivery procedures that might increase compliance and enhance environmental stewardship.

C-10.6.D **Annual Report**

This report shall be transmitted by the 10th calendar day of the month following the end of the contract year.

C-10.6.D.1 **Annual Manufacturing and Service Report**

Prepare and transmit a Level 2 report which provides the Customer Service Log, Order Activity Report, and Inventory Analysis year-end totals.

C-10.7 **Comprehensive Plan**

Implement and maintain the Comprehensive Plan as contained in the Technical Proposal.

C-11 **PROGRAM ADVANCEMENT**

C-11.1 **Promote Understanding and Use of the Standards**

Definition: All activities associated with the promotion of the UniGuide Sign Standards intended to further there understanding and successful use. These may include, but are not limited to: efforts to promote the continuous improvement of the products and services provided under this contract; marketing of the program, and informing NPS personnel about the value and use of the standards.

C-11.1.A **Continuous Improvement**

In the area of Continuous Product and Service Improvement, the Contractor shall implement the Comprehensive Plan and the Environmental Performance Plan as indicated below.

C-11.1.A.1 **Comprehensive Plan and Environmental Performance Plan**

Implement and maintain the Comprehensive Plan and the Environmental Performance Plan contained in the Technical Proposal. As part of the Environmental Plan, the Contractor shall provide evidence, through annual self-certification, that all facilities proposed for use, including all prime and subcontractors, used to manufacture and store sign components supplied under this contract are in compliance with applicable federal, state, and local environmental requirements.

C-11.1.B.1 **Research and Development**

Conduct research aimed at improving sign hardware components and related manufacturing procedures and make recommendations to the COTR. The recommendations shall include suggestions on sign design, the use of environmentally preferable materials, packaging, manufacturing processes, materials, and technologies.

C.11.1.C.1 **Process Engineering and Marketing**

Evaluate all aspects of customer service by various means including interviews with selected park customers, identify general and specific concerns, and make recommendations for improving sign ordering and delivery procedures.